

Overcommitted and Overworked: Community Ownership and Engagement

Tiffany Knauf, MAIS, Program Coordinator

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University of North Dakota

School of Medicine and Health Sciences

Center for Rural Health

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Welcome and Thank You!

- ▶ Notes from me!
 - ▶ Presented at Dakota Conference 2015
 - ▶ Ask a lot of questions!
 - ▶ Today will be interactive!
- ▶ A little about me.... 😊

Center for Rural Health

(ruralhealth.und.edu)

Established in 1980, at the UND School of Medicine and Health Sciences

One of the country's most experienced state rural health offices

UND Center of Excellence in Research, Scholarship, and Creative Activity

Recipient of the UND Award for Departmental Excellence in Research

Home to seven national programs, 65 staff and faculty

Focus on:

Educating and Informing

Working with Communities

American Indians

Health Workforce

Hospitals, Public Health, EMS, LTC, Mental Health, Health Delivery Systems

Research and Evaluation

Health Policy



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Today's Objectives

Objective 1: to recognize the importance of community involvement in improving health of a target population

Objective 2: to describe and understand the steps which will allow a community to “own” their community health issues, and to work with you in partnership

Objective 3: to identify potential gaps in community engagement activities in your community



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Why is Community Engagement Important to Rural Health?

Health care providers and public health cannot operate in **isolation**

Community engagement is even more important now as we **redesign the U.S. delivery system** - more now than ever we see a re-focus on population health - providers are assessed and reimbursed on outcomes and patient satisfaction

Community **ownership** of needs and solutions

Building **local capacity and leadership** - think of the next generation of community leadership

Element of **communication**

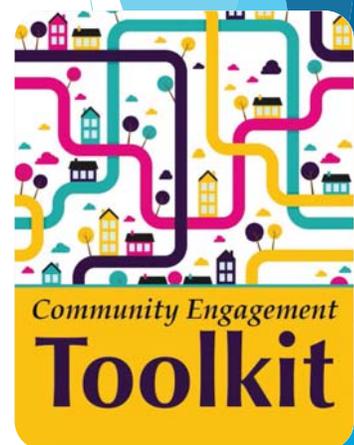


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Community Engagement Toolkit!

- ▶ Original concept out of the Community Transformation Grant (end 9/2014)
- ▶ UND - Center for Rural Health believed in the potential, so it has been finished and “branded”.
- ▶ It’s set up in 5 Modules, and meant for the user to go from the beginning to the end.
 - ▶ Module 1: Finding a Common Mission
 - ▶ Module 2: Assessment (Defining the Problem)
 - ▶ Module 3: Planning
 - ▶ Module 4: Implementation & Evaluation
 - ▶ Module 5: Sustainability
- ▶ Includes a variety of tools, tips, and tricks, to help any community or group through the process.



What is Community Engagement?

You will work in groups to come up with a definition.

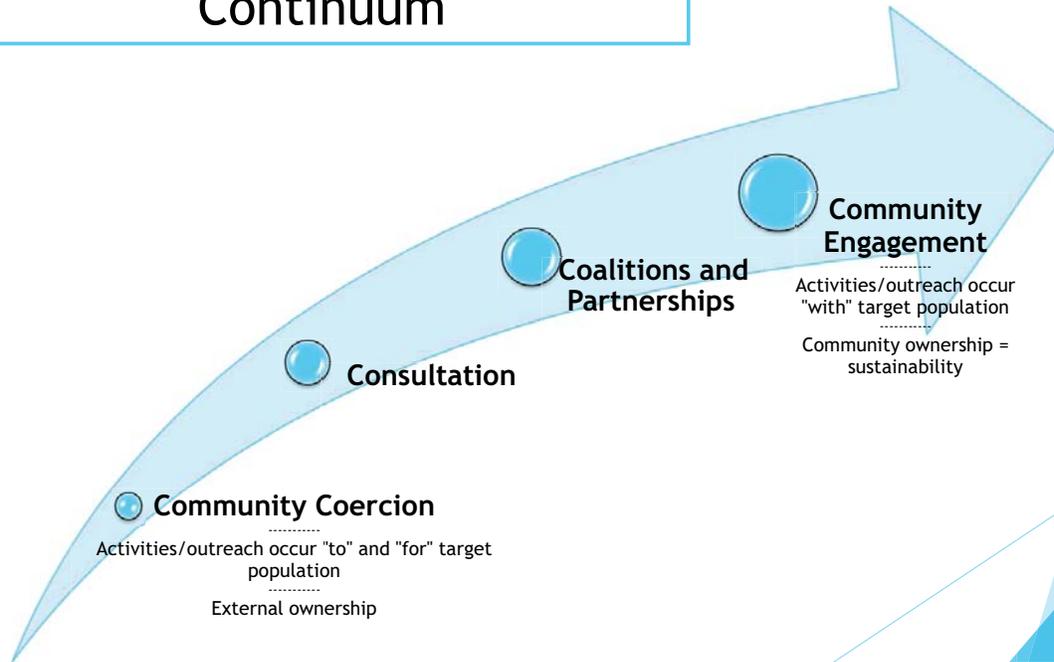
1. Write down 6 words that come to mind when:
 - ▶ Attempting to define community engagement?
 - ▶ What is the purpose?
 - ▶ What does it look like?
 - ▶ Who's involved?
 - ▶ What's the outcome?
2. In your small groups, look over everyone's words, and pick 5 that truly define Community Engagement. Write those on the sticky notes (one per sticky).
3. Everyone come place your words on the wall.
4. What words are similar and can be paired together?

What is Community Engagement?

5. Now that we have pairs, can any of the pairs be combined?
6. Look at your personal lists, is anything missing on the wall, that you included on your list? If so, write it on a large sticky and bring it up.
7. Group the new additions, with current groups.
8. Establish a common term, or phrase for the groupings.
9. Take all of the terms, and put it into a sentence or two.

Our definition, for today's work, is

Community Engagement Continuum



Things to think about when considering a Community Engagement process ...

Considerations:

- The process can be lengthier due to consensus building.
- Maintaining excitement can be difficult if the process is too slow.
- Gaining the involvement of the key players or unusual suspects is important, but at times difficult.
- Overcoming differences to find a common vision or goal.

Results:

- The results will be longer lasting due to a larger invested interest.
- Small, easy wins can build a great amount of momentum.
- Connections and trust is built among organizations/ individuals.
- New leaders can be developed.
- Change is stronger and more powerful with invested interest from the community.

Rural and Urban Strengths and Weaknesses

Rural

Strengths

- Strong informal support network
 - Fundraising
 - Cohesive
- Established interdependence
- Collaboration

Weaknesses

- Skewed population demographics
- Fluctuating economy
- Resistance to change
- Shortage of professionals
- Lack of resources
- Overtapped staff

Urban

Strengths

- More stable/diversified economy
 - Availability of resources
 - Availability of professionals
- Growing and diverse population
- Change is natural

Weaknesses

- Lack of cohesiveness
- Limited informal support
- Competition among providers
- Competition for fundraising
- More contentious-fractions
- Less sense of "community"

Module 1: Finding a Common Mission The Foundation

Step 1: Organize your Community Engagement Process

Step 2: Assess and Develop your Partnership Network

Step 3: First full group meeting

Step 4: Setting Goals and Creating Vision

Step 5: Assess Resource Needs

Step 6: Going public!



Module 1: Tools and Samples

Tool: List of Public, Private, and Non-Profit Potential Partnerships

- | | |
|--|---|
| <ul style="list-style-type: none"> • Accountants • Agriculture • Ambulance services • Arts • Attorneys • Bar owner • Behavioral health providers • Building contractors • Chamber of Commerce • Child care providers • Chiropractors • City/local government • Clinics • Clubs (Optimists, Lions, etc.) • Contractors • Community centers • Community college • Community leader • Corrections • County government • Dental providers • Diabetes educator • Dietitian/Nutritionist • Economic development agencies • Emergency responders • Employers • Environmental specialists • Faith-based organizations • Farmers markets • Financial institutions • Fire department • Fitness facility/instructor • Health coalitions • Home health providers • Hospitals • Hotel representative • Insurance representative • Judicial • Law enforcement (local, county, state) • Library staff • Local businesses | <ul style="list-style-type: none"> • Media • Military personnel • Neighborhood associations • Non-profits • Nurses • Nursing homes • Optometrists • Parents • Park district • Pediatrician • Pharmacy • Physical therapist • Private physicians • Public health unit • Realtors • School board • School districts (administration, staff, students) • Service/Fraternal Organizations • Senior centers • Senior citizens • Shelters (homeless, domestic violence, etc.) • Social service organizations (Habitat for Humanity, United Way, etc.) • Sports teams • Surgeon • Teacher • Tobacco cessation educator • Transportation providers • Tribal college representative • Tribal health representative • Tribal leadership • Tribal elders • University • Utility company • Veterinarians • Volunteers • Veterans • Worksite wellness programs • Youth |
|--|---|

Tool: Community Engagement Purpose Questionnaire

1. Why do we want to complete the community engagement process?
2. What issues do we hope to address in our community?
3. Who is our target audience? (Race, gender, socioeconomic status, age, location, occupation, education level, number of employees, state of diagnosis, etc.)
4. Who/what is driving this process?
5. What do we want to get out of this process?
6. How do we know that the problem we hope to address is actually a problem (data, support, sources)?

Module 2: Assessment and Data Collection

Step 1: Gaps in Analysis and/or Knowledge

Step 2: Defining the Problem/Need



Module 2: Tools and Samples

Overview of Assessment and Data Types

Population Level Data	
Pros: Can be compared to other communities in your county, state or nationally. Contains very little bias.	Cons: Small communities may not have enough data to have reported figures. Small counts may be interpreted incorrectly. Difficult to effect with community programs.
Stories/Narratives	
Pros: One-on-one accounts of personal experience. Quotes and snapshots can be used to gain support. Not as formal and not scripted.	Cons: May contain personal bias. May contain gossip, speculation, or hearsay. Results may be influenced by individual administering.
Public Meetings	
Pros: Large numbers of people can participate at once. Allows for full "community" input. Enables community to be involved in the process.	Cons: Attendance may be low if there is little/no interest or no incentives are offered. Strong personalities can influence and sway discussion, or stop discussion altogether. Attendees may not be representative of community.
Focus Groups	
Pros: Can be directed at specific target audiences (youth, underrepresented, leaders, etc.). Conflict and strong personalities are easier to handle. Follow up questions are easily provided.	Cons: Attendees may not be representative of community. Facilitators are usually required. Strong personalities can influence and sway discussion, or stop discussion altogether.
Interviews	
Pros: Easy to identify and hear from target population. Attendance is consistent and reliable. Follow up questions are easily provided. Participants are easily contacted for more information, or post-implementation feedback.	Cons: Does not offer any real sense of community engagement. May contain personal bias. Results may be influenced by individual administering. Can be a lengthy process.
Survey	
Pros: Can cover a great deal of information. Can require very little time to gather feedback from many. Reduction in administration bias. Can fill gaps in population level data for small counts.	Cons: Can be a lengthy process, and lengthy to tabulate results. Responses may not represent a snapshot of reality. If not designed well (professionally), answers may not be useable. Do not offer any real sense of community engagement.

Tool: Survey Question Types, Definitions, and Examples

Multiple choice (one answer vs. multiple answers)
These are great when a limited number of options are available. Multiple choice (one answer) allows the respondent to choose only one answer from the options you specify. Multiple choice (multiple answers) also allows respondents to choose as many answers as they want from the options specified - perfect for "choose all that apply" questions.

Examples:
Are you a veteran? (Select one)
 Yes No
 Where do you get your local news? (Select all that apply)
 Radio TV Internet Newspaper

Ranking or Rating
Ranking and rating questions allow respondents to compare different ideas in a forced choice manner, meaning they have to choose one over another. Rank order questions provide respondents a unique opportunity to specify how items or concepts stack up against each other by putting them in some sort of order or hierarchy. Rating questions allow respondents to rate items based on the criteria that you specify (best to worst/ high to low).

Examples:
Please rank the following items, in order of level of consideration, when buying a product (1=Highest Consideration, 3=Lowest Consideration).
 Price Brand Quality
 Please rate the following items, by level of consideration, when buying a product.

	High Consideration	Mid Consideration	Low Consideration
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

 Regarding the conditions in your county, please rank the potential concern on a scale of 1 to 5, with 1 being less of a concern and 5 being more of a concern:
 Obesity

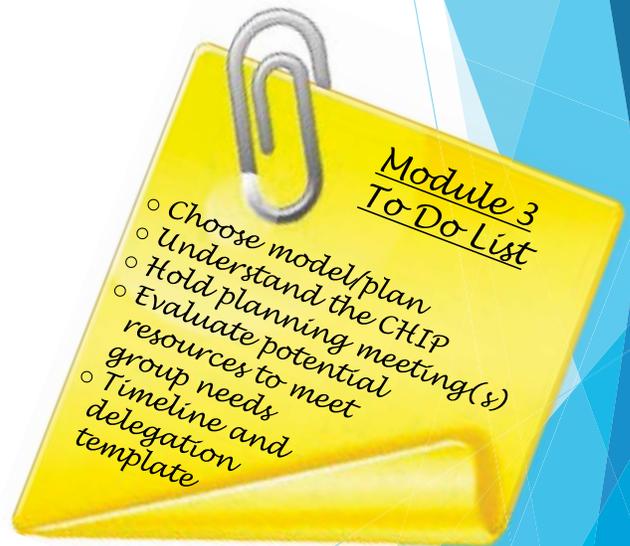
Open-ended questions
These allow respondents the most freedom, but require much more work in later evaluation of the results. Respondents can write a large amount of text for their response, with little to no guidance. Content analysis must be completed on each open-ended question to determine themes and commonalities, while still acknowledging the individuality of each answer provided. If you want more information on content analysis for open-ended (qualitative data), a great resource is located at: <http://www4.uwm.edu/uir/resources/upload/Planning-Council-qualitative-analysis-handout.pdf>.

Example:
What gaps in healthcare services are present in your community?
 Currently, our community has a lot of gaps, including dental, emergency room, long waiting time, long wait lists, lack of specialty care providers, limited providers who specialize in pediatric issues, low quality of service, and lack of accessibility for individuals with disabilities.

Demographics
In general, demographic information is person specific information, which describes age, ethnicity, income, education level, marital status, etc. These questions are important to the implementation of a survey because they allow you to sort your data based on responses.
 We have provided you with a sample demographic page from a survey created for distribution to an entire county (Tool: Demographic Survey Question Sample).

Module 3: Community Planning

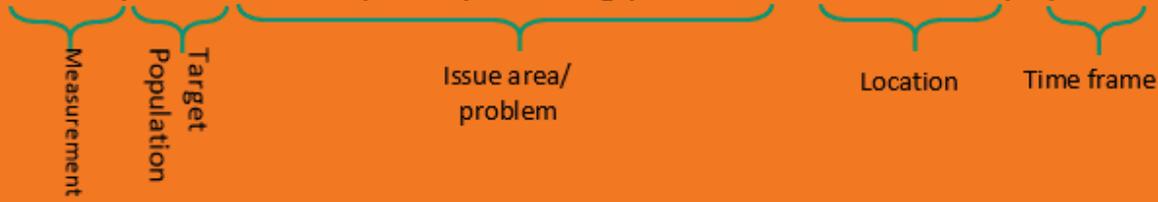
- Step 1: Different Types of Plans
- Step 2: Understanding the CHIP
- Step 3: How to Run a Planning Meeting
- Step 4: Resources
- Step 5: Budget, Timeline and Delegation



Module 3: Tools and Samples

When writing your goal statement it should really have, at minimum, five (5) parts:

Reduce youth misuse of prescription drugs/alcohol in Greene County by 2016.



Tool: Grant Tips

Tips for Searching and Evaluating

Look at the following areas of each application:

- Subject (examples: asthma, health care, rural areas, hospitals, Native American health)
- Geographic (examples: national, unrestricted, North Dakota)
- Type of Support (examples: building/renovation, capital campaigns, equipment, programs)
- Eligibility (examples: non-profit, schools, rural community)
- Requirements (examples: non-profit, government, foundation)

Useful Websites for Grant Information

Rural Assistance Center (RAC)

- National information portal on rural health and rural human service information
- Library services: 4 masters prepared information specialists who work with all 50 states
- Over 80 Information Guides on key rural health subjects
- They will provide a free grant search for you and your organization, based on your criteria and topic of interest.
- To find out more: www.raconline.org or info@raconline.org or 1-800-270-1898

Module 4: Implementation and Evaluation

Step 1: Who is Responsible?

Step 2: Where to begin?

Step 3: The START button!

Step 4: Tracking Evaluation



Module 4: Tools and Samples

Tool: Evaluation Tracking Form

Description of Data	Type of Evaluation (circle)	Type of Data (circle)	Who will gather this?	When will it be gathered?
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		
	Process Outcome	Qualitative Quantitative		

Module 5: Sustainability

- Step 1: What does Sustainability really mean?
- Step 2: Why does Sustainability matter?
- Step 3: Who should be involved?
- Step 4: Developing your Sustainability Plan



Module 5: Tools and Samples

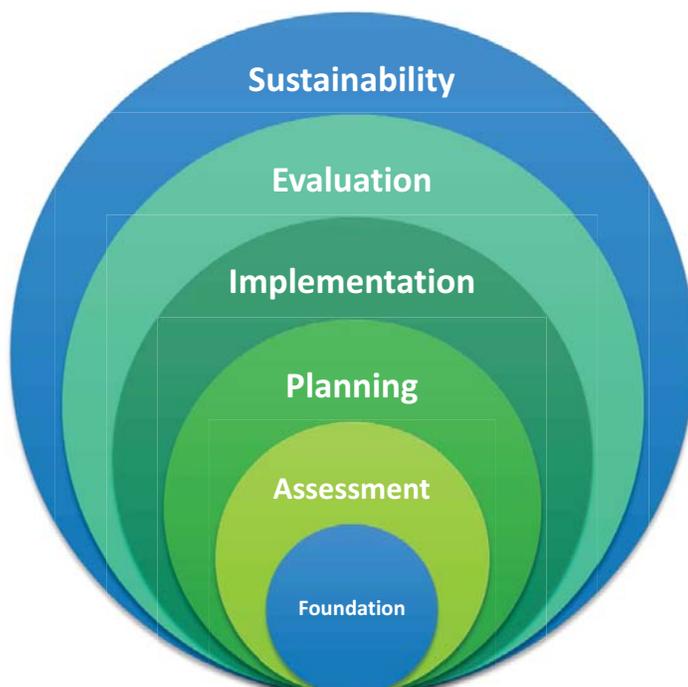
Tool: Group/Project Component Prioritization

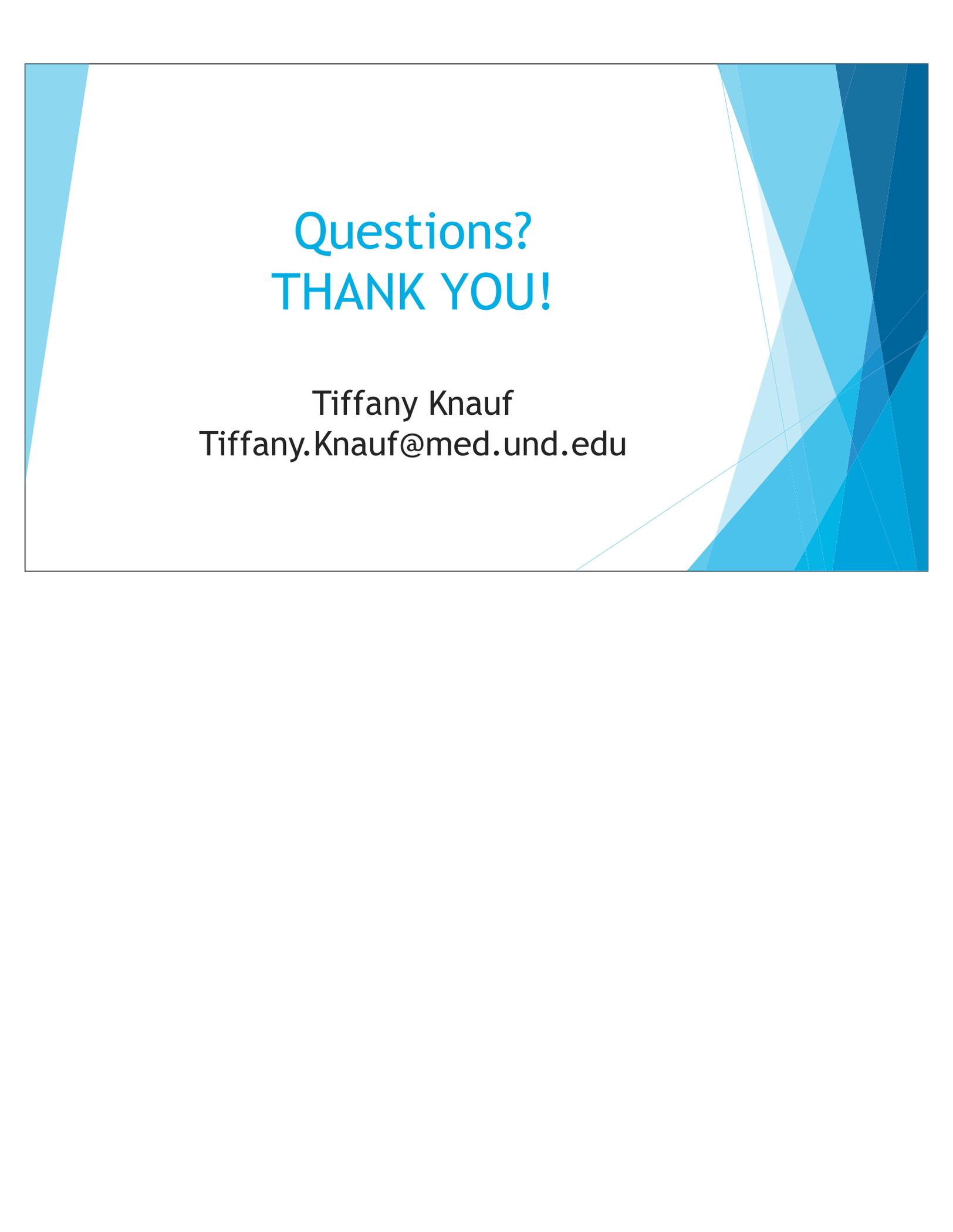
Group/Project Components	Preserve within your group	Shift to another group	Terminate	Unsure
Full group efforts- (group work, meetings, leadership team, etc.)				
Project Specific:				

Tool: Benefits Template

Element of Program/Coalition:	
Evidence of the benefit:	How are we going to communicate this?

Let's recap!



The background features a complex pattern of overlapping, semi-transparent blue triangles and polygons in various shades, ranging from light sky blue to deep navy blue. The pattern is most prominent on the right side and bottom of the slide, while the left side is mostly white.

Questions?
THANK YOU!

Tiffany Knauf
Tiffany.Knauf@med.und.edu